

### **ABSTRACT OF THE DISCLOSURE**

A method of driving an active matrix cholesteric liquid crystal display that includes a matrix of data and select lines and an array of pixels connected to the data and select lines through active switching elements, a pixel being capable of producing two or more gray levels includes providing a select voltage and a plurality of data voltages, and during a pixel writing cycle, applying the select voltage and the data voltages to the select and data lines of the display to produce only three pixel voltage levels 0, +U and -U, having respective duty cycles and controlling the duty cycles of the pixel voltage levels to determine the gray levels of the pixels, and wherein the average voltage applied to a pixel during the pixel writing cycle is zero.